

CRINA O. TARASI

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EDUCATION

Ph.D. in Business Administration, *Marketing Concentration*, 2008
W.P. Carey School of Business, Arizona State University (ASU), Tempe, Arizona

Master in Business Administration, *Marketing Concentration*, 2002
Central Michigan University (CMU) - Mount Pleasant, Michigan

B.S. Engineering, 1995
University of Transylvania - Brasov, Romania

CURRENT EMPLOYMENT

CENTRAL MICHIGAN UNIVERSITY, Mount Pleasant, MI

Professor of Marketing (2022 to present)

Associate Professor of Marketing (2013 to 2022)

Assistant Professor of Marketing (2008 to 2013)

UNIVERSITY of QUEENSLAND

Visiting Marketing Professor (March 2023 – June 2023)

RESEARCH

Major Research Awards and Grants

- **Harold Maynard Award** for “Balancing Risk and Return in a Customer Portfolio”, *Journal of Marketing*, 75 (May), **coauthors:** Ruth Bolton, Michael Hutt and Beth Walker. **Maynard award recognizes the *Journal of Marketing* article that makes the most significant contribution to marketing theory and thought within the calendar year** (2011).
- **Best JSR Article winner** for the article “Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty, and Customer Portfolio Management”, published May 2013 in the *Journal of Service Research* (2013)
- **Marketing Science Institute Research Grant**, February 2006, \$25,000
- **CSL Faculty Network Leading Edge Service Research Award** to pursue the project "What drives the drivers of customer satisfaction? Understanding how channel, service activity and country characteristics affect the drivers of customer satisfaction" (2013)

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Major Publications

Bolton, Ruth N., Anders Gustafsson, **Crina Tarasi**, Lars Witell (2022) Designing Satisfying Service Encounters: Website versus Store Touchpoints, *Journal of the Academy of Marketing Science*, 50, 85-107 (authors in alphabetical order, all contributed equally)

Bolton, Ruth N., Anders Gustafsson, **Crina Tarasi**, Lars Witell (2022), Managing A Global Retail Brand in Different Markets: Meta-Analyses of Customer Responses to Service Encounters, *Journal of Retailing*, 98 (2) 294-314 (authors in alphabetical order, all contributed equally)

Tarasi, Crina, Ruth Bolton, Anders Gustafsson and Beth Walker (2013), “Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty and Customer Portfolio Management”, *Journal of Service Research* 16(2), 121-137, **Lead Article**

- **Best JSR Article 2013 Award**
- **Featured as a “must read for 2013”** by Marketing Science Institute academic trustees.
<http://www.msi.org/articles/katherine-lemon-offers-must-reads-from-2013/>

Tarasi, Crina, Ruth Bolton, Michael Hutt and Beth Walker (2011), “Balancing Risk and Return in a Customer Portfolio”, *Journal of Marketing*, 75 (May), **Lead article**, 1-17.

- **Winner of the Maynard Award 2011.** Maynard award recognizes the *Journal of Marketing* article that makes the most significant contribution to marketing theory and thought within the calendar year.

Tarasi, Crina, Ruth Bolton, Michael Hutt and Beth Walker (2011), “Balancing Risk and Return in a Customer Portfolio: A Reply”, *Journal of Marketing*, 75 (May), 23-26.

- This article was published as reply to invited commentaries.

Other Peer Reviewed Articles

Eugene Y. Roh, **Crina O. Tarasi**, Eugen M. Popa, (2023). “I want to get even before I quit.” Bullying, counterproductive work behavior, and turnover intention among kitchen professionals. *Journal of Human Resources in Hospitality and Tourism*, 22(1), 71-96, DOI: 10.1080/15332845.2023.2126957

Ruth Bolton, Anders Gustafsson, **Crina O. Tarasi** and Lars Witell (2021) “How Customer Experience Management Reconciles Differences between East and West” *Journal of Global Scholars of Marketing Science*, 31 (3), 273-295, DOI: 10.1080/21639159.2021.1921606 (*Special Issue on Enhancing Customer Engagement, Experience & Brand Value: Processes, Capabilities & Technologies – Scholarly Contributions in Honor of Jagdish N. Sheth.*) (authors in alphabetical order, all contributed equally)

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Eugene Y. Roh, Chin - I Cheng, **Crina O. Tarasi** and Eugen M. Popa (2020) “An Examination of Moderating Effects of Demographics on Bullying to Turnover Intention: A Case of Korean Kitchen Employees in Upscale Hotels” *Journal of Organizational Psychology* 20 (5), 116-133

Concha Neely, Riley Dugan, **Crina Tarasi** and Eugen Popa (2017) Helping Students Find Their Sweet Spot: A Teaching Approach Using the Sales Process to Find Jobs that Fit *Journal of Marketing Education Review*, 17 (3), 187-201.

Dahlquist, S., **Tarasi, C. O.** (2015) Sustainable Marketing: Implications of an Emerging Producer/Consumer Societal Contract. *International Journal of Society Systems Science*, 7(3), 222-237.

Concha Allen, Poonam Kumar, **Crina Tarasi** and Holt Wilson (2014), “Selling Sales: Factors Influencing Undergraduate Business Students’ Decision to Pursue Sales Education”, *Journal of Marketing Education, Special Issue Latest Perspectives on Sales Education and Training (August)*, **Lead Article**

Tarasi, Crina, J. Holton Wilson, and Cheenu Puri (2013), “MBA Students’ Quantitative Attitude: Confident or Anxious,” *Journal of Higher Education Theory and Practice*, 13(1), 38-44

Roh, Y. Eugene, **Crina O. Tarasi**, Eugen M. Popa (2013). Franchised versus Non-franchised Firms: An Empirical Examination of the Financial Differences in the Foodservice Business, *Journal of Foodservice Business Research*, 16 (1), 1-19, **Lead Article**.

Tarasi, Crina, J. Holton Wilson, Cheenu Puri and Richard Divine (2012), “Affinity for Quantitative Tools: Undergraduate Marketing Students Moving Beyond Quantitative Anxiety,” *Journal of Marketing Education*, 35(1), 41-53.

Invited Publications

Crina Tarasi (2024) “Using Meta-Analysis to Make Sense of Large Data Sets.” In *Sage Research Methods: Business*. SAGE Publications, Ltd.,
DOI: <https://doi.org/10.4135/9781529684421>

Tarasi, Crina & Lars Witell (2023). “Hierarchical linear model applications to large datasets.” In *Sage Research Methods: Business*. SAGE Publications, Ltd.,
<https://doi.org/10.4135/9781529667820>

Allen, Concha, **Crina Tarasi** and Holt Wilson (2011) “Health Care, Health Care, Health Care: Planning for Baby Boomer Retirement,” *Keller Center Research Report* September 2011. <http://www.baylor.edu/business/kellercenter/index.php?id=55564>.

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Tarasi, Crina, Ruth Bolton, Michael Hutt and Beth Walker (2009), “Balancing Risk and Return in a Customer Portfolio”, *MSI Reports*, Working Paper Series, Report No. 09-119, 49-76.

Book Chapters

Bolton, Ruth N. and **Crina O. Tarasi** (2014), “Risk Considerations in the Management of Customer Equity” in *Handbook on Customer Equity*, by V. Kumar and Denish Shah (Eds.), Edward Elgar Publishing House

Hutt, Michael, **Crina Tarasi** and Beth Walker (2012), “Financial Portfolio Theory and Customer Management: Insights and Research Directions,” in *Handbook on Marketing and Finance* by Shankar Ganesan (ed.), 86-107, Northampton: Edward Elgar Publishing

Bolton, Ruth N. and **Crina Tarasi** (2006), "Managing Customer Relationships," in Naresh K. Malhotra (ed.) *Review of Marketing Research*, Vol. 3, New York: M.E. Sharpe, Inc. (**Lead article**).

Presentations

Crina Tarasi and Claudia Dumitrescu – Food Systems Challenges to Serve Disadvantaged Populations and Possible Solutions, American Marketing Association, Winter Educators Conference, Phoenix, AZ, February 2025

Crina Tarasi & Claudia Dumitrescu – When Markets Leave Segments Underserved: Causes, Consequences, and Possible Solutions to Food Well- Being for Disadvantaged Populations, Macromarketing Conference, Helsinki, Finland, June 2024

Crina Tarasi and Concha Allen - Teaching Impact through Projects with a Purpose, Society for Marketing Advances Conference, Fort Worth TX, November 2023

Crina Tarasi and Claudia Dumitrescu – Food, Pricing and Disadvantaged Populations: A Systems Perspective, University of Queensland, Brisbane, Australia, March 2023

Crina Tarasi and Claudia Dumitrescu – What do we learn about food pricing when we adopt a systems perspective?, Behavioral Insights into Business for Social Good Conference, Vancouver, CA June 2022

Crina Tarasi, Ruth Bolton, Anders Gustafson and Lars Witell – “The Role of the Brand in the Customer Experience: Does the Brand Promise Matter?”, *Competing through Services Symposium* 2018, Scottsdale, AZ, October 2018

Crina Tarasi and Claudia Dumitrescu – “Low price food culture and the implications for quality of life: What we know and what we need to learn” *Macromarketing*, Leipzig, Germany, June 2018

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Ruth Bolton, Crina Tarasi, Anders Gustafson and Lars Witell – “How Contextual Variables Moderate the Antecedents of Customer Satisfaction with the Service Encounters in Retail Channels”, *Center for Services Leadership Annual Meeting* 2017, Arizona State University, Tempe AZ, February 2017

Crina Tarasi, Ruth Bolton, Anders Gustafsson and Lars Wittell – “Implications of Context-Dependent Preferences for Customer Experience Management” *QUIZ15*, Lisbon, Portugal, June 2017

Ruth Bolton, Crina Tarasi, Anders Gustafson and Lars Witell – “Implications of Context-Dependent Preferences for Customer Experience Management”, *SERVSIG*, Maastricht, Netherlands, June 2016

Ruth Bolton, Crina Tarasi, Anders Gustafson and Lars Witell - "How Contextual Variables Moderate the Antecedents of Customer Satisfaction across Service Activities, Channels and Markets", *Frontiers in Service Conference*, Miami FL, 2014

Concha Allen, Poonam Kumar, Crina Tarasi and Holt Wilson – “Selling Sales: Factors Influencing Undergraduate Business Students’ Decision to Pursue Sales Education”, *AMA Summer Marketing Educator’s Conference*, San Francisco, California, 2014

Steven Dahlquist and Crina Tarasi – “Sustainable Marketing: Implications of an Emerging Producer/Consumer Shared Stewardship Paradigm, *AMA Winter Marketing Educator’s Conference*, Orlando, Florida, 2014

Crina Tarasi – “The High Cost of Low Prices,” – *Pricing and Retailing Conference*, Babson University, Boston, MA, 2013

Ruth Bolton, Crina Tarasi, Anders Gustafsson and Lars Witell – “What drives the drives of customer satisfaction? Understanding how across-channel participation and country of origin affect the drivers of customer satisfaction.” Quis 2013, *The 13th International Research Symposium on Service Excellence in Management*, Karlstad, Sweden, 2013

Crina Tarasi, Beth Walker, Ruth Bolton, Michael Hutt and Anders Gustafsson – “Managing the Customer Portfolio to Improve Service and Financial Performance,” *Center for Services Leadership Annual Board and Faculty Network*, Tempe AZ, 2013

Crina Tarasi – “The High Cost of Cheap (Food): The Journey to Healthy (Food) Production and Consumption,” *AMA 2013 Winter Marketing Educator’s Conference*, 2013

Wilson, Holt, Crina Tarasi, Chenu Puri – “MBA Students’ Quantitative Attitude: Confident or Anxious,” *Marketing Management Association*, Chicago, 2012

Tarasi, Crina, Ruth Bolton, Andrew Gustafsson and Beth Walker – “Predicting Cash Flow Variability Using Customer Characteristics: Consistency across Different Contexts”

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20th Annual Frontiers in Service Conference, Columbus OH (Ohio State University, Fisher College of Business.), 2011

Tarasi, Crina, Ruth Bolton, Michael Hutt and Beth Walker – “Balancing Risk and Return in a Customer Portfolio”, *Marketing Science Conference*, Cologne, Germany, 2010

Tarasi, Crina and Ruth Bolton – “Balancing Risk and Return in a Customer Portfolio”, *MSI - Effective Marketing Spending*, University of California, Los Angeles, California, 2010

Tarasi, Crina, Ruth Bolton, Andrew Gustafsson and Beth Walker – “The Effect of Customer Satisfaction and Loyalty Programs on Customer’s Cash Flow Variability: Implications for Market Segmentation,” *American Marketing Association*, 2010

Tarasi, Crina and Maura Scott – “Understanding Citizenship Consumption. Conflicting Goals in Today’s Society”. Working paper session, *Academy of Consumer Research Conference*, St. Antonio TX, 2005

Sinha, Rajiv and Crina Tarasi – “Piracy Controls: An Empirical Study to Understand the Impact of Protection Strategies on Consumers’ Perception of Value for Commercial Software” Mittelstaedt Doctoral Symposium (March 24-26th), University of Nebraska, Lincoln NE, 2005

Nevett, Terrace and Crina Tarasi - “The South Sea Bubble – Marketing in the Service of Fraud”, Proceedings 10th CHARM Conference, Duke University, Durham NC, 2001

Work in Progress

Low price food culture and the implications for quality of life: What we know and what we need to learn. (Coauthor: Claudia Dumitrescu), Target: *Journal of Macromarketing* (Stage: Writing the manuscript)

Customer Portfolio 2.0: Robust Balance of Risk and Return (coauthors: Tian Wang and Beth Walker), Target: *Journal of Marketing* (Stage: Final editing before submission)

Women, Networks and Sustainability. (coauthor: Michelle Yang), Target Journal: *Strategic Management Journal* (Stage: Data analysis)

A Few Moments of Buying Joy Followed by Long-term Disappointment: The Usage Value of a Great Deal. Target Journal: *Marketing Letters* (Stage: literature review)

When the Price Is Low, Society Pays the Bill. Target: *Marketing Letters* (Stage: literature review)

Citizenship Consumption and Sustainability (Target Journal: *Journal of the Academy of Marketing Sc*) (Stage: Writing the manuscript)

CRINA O. TARASI

Major consulting projects

- International retailer with over 4000 stores world wide
- Top five U.S. logistics company
- Fortune 100 chemical companies
- Top European communication company
- Financial service company
- Small and medium companies, startups, non-profits.

SCHOLASTIC HONORS AND AWARDS

- **CBA Societal Impact Inaugural Award, 2022**
- **Faculty Fellow at the Center for Services Leadership** at Arizona State University, 2017 to present
- **Best JSR Article 2013 winner** for the article “Relationship Characteristics and Cash Flow Variability: Implications for Satisfaction, Loyalty, and Customer Portfolio Management”, published May 2013 in the *Journal of Service Research*
- **2014 Provost Research Award, Central Michigan University**
- **2014 Honors Professor of the Year**, Central Michigan University
- **2013 CSL Faculty Network Leading Edge Service Research Award** to pursue the project "What drives the drivers of customer satisfaction? Understanding how channel, service activity and country characteristics affect the drivers of customer satisfaction" (\$14,600)
- **Maynard Award 2011** for “Balancing Risk and Return in a Customer Portfolio”, *Journal of Marketing*, 75 (May), **coauthors:** Ruth Bolton, Michael Hutt and Beth Walker. **Maynard award recognizes the *Journal of Marketing* article that makes the most significant contribution to marketing theory and thought within the calendar year.**
- 2006 AMA Sheth Foundation Doctoral Consortium Fellow, University of Maryland.
- Mittelstaedt Doctoral Symposium – Arizona State University - May 2005
- Gene Gallup Fellowship – Arizona State University - May 2005
- Center for Services Leadership Research Award – Arizona State University - May 2004

GRANTS

- Research Collaboration Agreement with Karlstad University, CTF Service Research Center (KAU), October 2016, \$36,709
- New Research Initiative, CMU, May 2011, \$15,000
- Marketing Science Institute Research Grant, February 2006, \$25,000

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REVIEWING ACTIVITY

Journal of Service Research (**Editorial Review Board**)
Journal of Global Marketing (**Editorial Review Board**)
Journal of Business Research
European Journal of Marketing
Management Research Review
Journal of Marketing Education
American Journal of Business
International Journal of Hospitality Management
American Marketing Association – Summer AMA
American Marketing Association – Winter AMA
Academy of Marketing Science Conference
Marketing Science Institute – MSI’s Clayton Dissertation Proposal Competition
And other invited reviews

TEACHING EXPERIENCE

Marketing Strategy – Capstone course
Bright Ideas for the Greater Good – Honors Program
Exploring the World of Non-profits – Honors Program
Bright Ideas for Michigan and Beyond – Honors Program
Marketing Management – Integrated Core
Marketing Management – MBA
Voice of the Customer - MBA
Marketing Principles
Marketing Research
Business Statistics

SERVICE

University: Service Learning Committee (Chair, Co-Chair), Diversity Equity and Inclusion Council, Multicultural and Diversity Education Committee, Committee on Committees (Secretary), Faculty Research Endeavors Committee, Academic Senate.

College of Business: CBA-Diversity, Equity and Inclusion (Co-chair), BSBA Curriculum Committee

Department: Personnel Committee (Chair), Recruiting committee, Program evaluations

Students: CBA Honors Faculty Fellow; Most of the classes taught involve service learning, providing marketing strategy input to local businesses, non-profits, startups, local government.

CRINA O. TARASI

Community: ARCHER - American Romanian Coalition for Human and Equity Rights (Founding Director); **Creative 360** (Board of directors).

EMPLOYMENT BACKGROUND

CENTRAL MICHIGAN UNIVERSITY, Mount Pleasant, MI

Professor of Marketing (starting 2022)

Associate Professor of Marketing (2013 to 2022)

Assistant Professor of Marketing (2008 to 2013)

- Teaching, research, and service duties
- Member of the Honors Program and Graduate College
- Honors Faculty Fellow

ARIZONA STATE UNIVERSITY, Tempe, AZ

Graduate Research and Teaching Assistant (2003 to 2007)

- Teaching and research assignments

CENTRAL MICHIGAN UNIVERSITY, Mt. Pleasant, MI

Research Associate, Center for Applied Research and Technology (2002 to 2003)

- Worked on client projects involving extensive data analysis:
 - Developed structural neural networks for predicting customer loyalty and its impact on earnings
 - Developed cluster analysis based on purchasing patterns, to better understand customer behavior
 - Developed predictive models for customer behavior

Research Assistant, Department of Marketing and Hospitality (2000 to 2002)

- Participated in academic research projects

Research Assistant, College of Extended Learning (2000 to 2002)

- Developed market research studies for existing and future extended learning campus sites

C&A CONFIEUX CONSULTANTS, Bucharest, Romania (1998 to 1999)

Marketing Consultant

- Developed marketing strategies for six major clients

BRITISH KNOW HOW FUND, Bucharest, Romania (1996 to 1998)

Project Assistant

- Developed sales and marketing analyses and strategies for clients

SEA IMP SRL, Bucharest, Romania (1996)

Assistant to the Sales Manager

- Performed extensive sales analyses

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MOBILUX SA, Bucharest, Romania (1995 to 1996)

Furniture Design Engineer

- Furniture design and production supervision